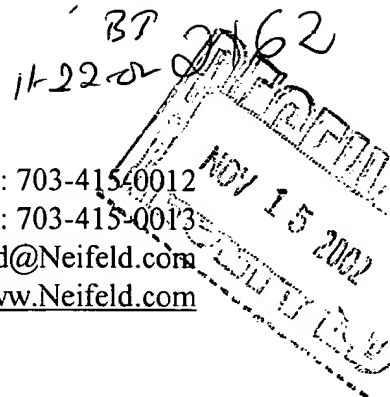


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## TRANSMITTAL LETTER

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

RE: Attorney Docket No.: PIP-69B-KATZ  
Application Serial No.: 09/828,122  
Filed: 04/09/01  
Title: PAIRED PROMOTION ARCHITECTURE  
Inventor: GARY M. KATZ  
Group Art Unit: 2162  
Examiner: UNKNOWN

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GROUP 3600

SIR:

Attached hereto for filing are the following papers:

**Transmittal Letter/Authorization to Charge Deposit Account (in Duplicate)**  
**Information Disclosure Statement (in Duplicate)**  
**PTO Form 1449 (with Prior Art References AA-AAH)**

Our check in the amount of \$0.00 is attached covering the required fees.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-2106.



31518

PATENT TRADEMARK OFFICE

Date

11/8/02

Richard A. Neifeld, Ph.D.  
Registration No. 35,299  
Attorney of Record

Y:\Clients\Catalina\PIP-69B-KATZ\PIP-69B-KATZ-US\Drafts\TransLtr\_021031.wpd  
Printed: November 8, 2002 (11:39am)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: Gary M. Katz

SERIAL NO: 09/828,122

FILED: 04/09/01

FOR: Paired Promotion Architecture



GAU: UNKNOWN

EXAMINER: UNKNOWN

INFORMATION DISCLOSURE STATEMENT UNDER 37 CFR 1.97

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

Applicant(s) wish to disclose the following information.

REFERENCES

- ☒ The applicant(s) wish to make of record the references listed on the attached PTO-1449. Copies of the listed references were submitted in the parent or grandparent applications, where required, as were either statements of relevancy or any readily available English translations of pertinent portions of any non-English language references, or cited by the examiner.
- ☐ A check is attached in the amount required under 37 CFR §1.17(p).

RELATED CASES

- ☐ Attached is a list of applicant's pending application(s) or issued patent(s) which may be related to the present application. A copy of the patent(s) is attached along with PTO 1449.
- ☐ A check is attached in the amount required under 37 CFR §1.17(p).

CERTIFICATION

- ☐ Each item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this statement.
- ☐ No item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the knowledge of the undersigned, having made reasonable inquiry, was known to any individual designated in 37 CFR §1.56(c) more than three months prior to the filing of this statement.

PETITION

- ☐ Applicant(s) hereby request consideration of the attached information. A check is attached in the amount of the Petition fee required under 37 CFR §1.17(i)(1).

DEPOSIT ACCOUNT

- ☒ Please charge any additional fees for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to deposit account number 50-2106. A duplicate copy of this sheet is enclosed.



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Respectfully submitted,

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Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. PIP-69B-KATZ		SERIAL NO. 09/828,122	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT Gary M. Katz			
				FILING DATE 04/09/2001		GROUP	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
	AA	4,910,673	3/20/1990	Off et al.			
	AB	5,173,851	12/22/1992	Off et al.			
	AC	5,353,219	10/4/1994	Mueller et al.			
	AD	5,502,636	3/26/1996	Clarke			
	AE	5,612,868	3/18/1997	Off et al.			
	AF	5,794,210	8/11/1998	Goldhaber et al.			
	AG	5,832,457	11/3/1998	O'Brien et al.			
	AH	5,892,827	4/6/1999	Beach et al.			
	AI	5,893,075	4/6/1999	Plainfield et al.			
	AJ	5,907,831	5/25/1999	Lotvin et al.			
	AK	5,937,392	8/10/1999	Alberts			
	AL	5,974,398	10/26/1999	Hanson et al.			
	AM	5,974,399	10/26/1999	Giuliani et al.			
	AN	5,983,196	11/9/1999	Wendkos			
	AO	5,991,736	11/23/1999	Ferguson et al.			
	AP	5,999,967	12/7/1999	Sundsted			
	AQ	6,009,412	12/28/1999	Storey			
	AR	6,014,634	1/11/2000	Scroggie et al.			
	AS	6,026,370	2/15/2000	Jermyn			
	AT	6,035,279	3/7/2000	Montangero et al.			
	AU	6,055,510	4/25/2000	Henrick et al.			
	AV	6,055,513	4/25/2000	Katz et al.			
	AW	6,055,573	4/25/2000	Gardenswartz et al.			
	AX	6,061,660	5/9/2000	Eggleston et al.			
	AY	6,070,145	5/30/2000	Pinsley et al.			
	AZ	6,076,101	6/13/2000	Kamakura et al.			
	AAA	6,161,127	12/12/2000	Cezar et al.			
	AAB	6,182,050	1/30/2001	Ballard			
	AAC	6,327,574	12/4/2001	Kramer et al.			
	AAD	2002/0026345	2/28/2002	Juels			
	AAE	2002/0029267	3/7/2002	Sankuratripati et al.			
	AAF	2002/0083006	6/27/2002	Headings et al.			

FOREIGN PATENT DOCUMENTS						
		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES NO	
	AAG	WO 01/35287 (PCT/KR00/00966)	5/17/2001	PCT	YES	
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)						
	AAH	Nash, "The Direct Marketing Handbook," McGraw-Hill (New York) 1992.				
Examiner				Date Considered		
*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.						

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Printed: October 31, 2002 (12:11pm)



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